Ex 7/4

EXPORT PROGRAMS AND SERVICES

U.S. DEPARTMENT OF COMMERCE

EXPORT USA

C1.2:

EXPORTING

Increase your export sales

- 25 percent
- 50 percent

or even

- 100 percent

An active international marketing program requires the same basic ingredients it took to make your company successful in your home market:

A Quality Product

Homework

Commitment

THE FACTS

The international market is more than four times larger than the U.S. market. Growth rates in many overseas markets far outpace domestic market growth. And, meeting and beating innovative competitors abroad can help your company keep the edge it needs at home.

Many firms export occasionally but want exporting fully integrated into their marketing plans. Others export regularly to one or two countries and want to expand into new markets.

The U.S. Department of Commerce helps companies expand their international trade capability. Through the Department's International Trade Administration a U.S. business can tap into:

- a worldwide network of trade specialists that can provide export counseling and a variety of information products and services
- country specialists versed in international economic policies and specific markets
- industry specialists who help develop trade promotion programs
- trade specialists who can advise domestic industries with regard to unfairly traded imports.

HOW THE NETWORK WORKS

U.S. firms can use the Department of Commerce network of counseling, facilitation, information, industry and country specialists to expand their exports. Assistance can range from help in assessing a product's strength in a market to locating an agent to setting up international distribution channels.

The U.S. and Foreign Commercial Service (US&FCS) taps into a network of some 2,500 trade experts located in 67 countries, 68 U.S. cities, and at Commerce headquarters in Washington, D.C.

By using the export network, a U.S. company can work with its local Commerce office to:

- assess its readiness to export
- locate and evaluate overseas distributors, agents, and purchasers
- obtain timely and specific overseas market information
- keep up-to-date on rapidly changing markets and economies
- locate potential sources of export financing and assistance
- assess a product's competitiveness in an export market
- identify new trade leads
- take advantage of Commerce and privately sponsored overseas trade missions and trade shows
- make contact with foreign buyer delegations at U.S. trade shows.

WHAT IS THE NETWORK?

The Commerce Department export network is the U.S. Government's eyes and ears in the international marketplace. The network works for business, your business.

Around the globe, U.S. commercial officers, teamed with local professionals, are adept at spotting opportunities for U.S. companies. They speak the local language. They have experience in the business. And, they are part of U.S. diplomatic missions, representing 95 percent of the world market for U.S. products and services.

In U.S. cities, Commerce trade specialists are part of their local business community trade support network. They know what's involved in exporting, from developing a strategy to selling abroad. Like their overseas counterparts, most Commerce field professionals in the United States have worked in the private sector prior to joining the Department, many in international business.

In Washington, D.C., export program managers and trade industry specialists organize overseas trade missions and fairs, as well as oversee the development of international market research. Washington is also the headquarters for Commerce country specialists.

Whether it's developing a market strategy, finding a new market, or expanding your business in an existing market, Commerce's network can be a powerful resource for your business.

Identify Target Markets

Find Potential Partners

Develop Sales Leads

Close the Deal

IDENTIFY TARGET MARKETS

6

Once your company is ready to commit to an international marketing strategy, Commerce trade specialists can help you identify the most promising markets for your product or service. Trade specialists can introduce you to a variety of strategies to capitalize on those markets. Be it in Mexico or Malaysia, Italy or India.

When developing market research for your product, trade specialists can access data from a wide array of federal government sources housed in the National Trade Data Bank. This information, which includes **100,000 trade-related documents, product specific market research reports, and trade statistics**, is available through a variety of sources including your local Commerce office.

The Commerce Department also prepares made-to-order research reports. The **Comparison Shopping Service** can assess the competitiveness of your product in a specific market.

Learn your market. Become sensitive to local customs and business practices. Familiarize yourself with **trade regulations, customs requirements, product standards, or tariffs** that may affect your marketing effort. Get to know about any specialized programs Commerce has developed for your target market or region.

Commerce trade specialists will work to see you get the information you need.

FIND POTENTIAL PARTNERS AND DEVELOP SALES LEADS

You may want to evaluate markets before actually going abroad. Here are some low cost Commerce programs which can help:

The **Agent/Distributor Service** can help you locate foreign representatives who, on the basis of your product literature, have expressed interest in marketing your product.

A **World Traders Data Report** will help you evaluate potential partners overseas, including credit worthiness, standing in the local business community, and overall reliability.

Commercial News USA is a regularly published catalog of new U.S. products and services which is sent to 110,000 potential overseas buyers, agents, and distributors.

The **Foreign Buyer Program** brings delegations of overseas buyers from around the world to your exhibit at participating U.S. trade shows.

The **Trade Opportunities Program** identifies timely sales leads overseas and makes them available to U.S. business.

You may wish to take a more "hands on" approach:

Trade Missions/Trade Shows, planned by the Department of Commerce or in conjunction with state, local, or private organizers, help companies introduce and market their products in promising overseas markets.

Matchmaker Delegations are "no frills" missions for new-to-export or new-to-market firms. Matchmaker organizers evaluate a product's potential in the market, find and screen appointments with potential partners, and make initial introductions.

The **Gold Key Service**, offered by many overseas posts, makes personal visits to foreign cities more productive. The Gold Key Service combines several services, such as market orientation briefings, market research, introductions to potential partners, an interpreter for meetings, and assistance in developing a sound market strategy and an effective follow-up plan.

CLOSE THE DEAL

No, the Government can't make the sale for you. But we can point you in the right direction.

Commerce trade specialists can help you:

- evaluate the export potential of your product or service
- pinpoint your best markets
- identify trade leads
- locate potential partners

They can also:

- help you take advantage of export programs, services, and financing available from federal agencies, your state government, or the international trade assistance network in your local business community.

If you are committed to selling outside the United States, consider Commerce Department trade specialists as your company's outside experts. It's their job to put the U.S. Government's export information and service resources to work for you.

Closing the deal is up to you.

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ADDITIONAL RESOURCES FOR EXPORTERS

- **Business America**, a monthly magazine published by the Department of Commerce's International Trade Administration, reports on international trade issues, worldwide export opportunities, and success stories from American exporters. Contact: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402-9371 (order processing code 5071. $49 per year)
- **A Basic Guide to Exporting** touches on each of the steps of exporting from developing an export strategy to pricing your export product to answering overseas inquiries. Contact: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402-9325 (Stock number 003-009-00487-0. $8.50 per copy)
- **Key Officers of Foreign Service Posts: A Guide for Business Representatives** lists the names of key State and Commerce officers at U.S. embassies and consulates. Contact: Superintendent of Documents, Government Printing Office Washington, D.C. 20402 ($5 per copy)
- **National Trade Data Bank** subscriptions to receive trade information from 15 Federal agencies on monthly CD-ROMs are available for $360 per year. For more information phone 703-487-4630 or write to: U.S. Department of Commerce, National Technical Information Service, 5385 Port Royal Rd., Springfield, VA 22161